

**NOTICE OF
REQUEST FOR PROPOSALS
FOR
ECONOMIC DEVELOPMENT STRATEGY FOR
ALAMEDA POINT**

September 29, 2011

The Alameda Reuse and Redevelopment Authority (ARRA), a governing body of the City of Alameda, is soliciting Proposals from a qualified team of consultants and firms consisting of professionals specialized in real estate economics, commercial real estate and marketing, adaptive reuse architecture, and/or other relevant professionals (Consultant Team) to create an Economic Development Strategy (Strategy) for a 918-acre portion of the former Naval Air Station Alameda (NAS Alameda), commonly referred to as Alameda Point. The ARRA's Strategy will be funded by a grant from the Office of Economic Adjustment (OEA) and will conform to their procurement and grant procedures and policies.

Alameda Point encompasses the majority of the former NAS Alameda generally located west of Main Street in the City. The Oakland/Alameda Estuary defines the northern edge of the site and the San Francisco Bay defines its southern and western edges. NAS Alameda was a federal facility with approximately 60 military tenant commands for a combined military/civilian work force of over 14,000 personnel. The base was decommissioned in 1997, and is currently in the process of being transferred to the ARRA for civilian use.

In 1996, the ARRA adopted the NAS Alameda Community Reuse Plan (Reuse Plan) for the former NAS Alameda property.¹ The Reuse Plan was written to address the closure of NAS Alameda and the Fleet Industrial Supply Center (FISC) and the transfer of those properties from the United States Navy to the ARRA. Themes of the Reuse Plan include emphasizing Alameda's island character, economic development opportunities, historical resources, transit orientation, mixed-use development, open space network, and sustainable design. The Reuse Plan was the first step in integrating Alameda Point into the general framework of the City of Alameda.

In 2003, the City adopted a comprehensive General Plan amendment (GPA) for Alameda Point to re-designate the property for a mix of land uses and establish appropriate land use, transportation, historic preservation and open space policies to guide development of the remaining portions of the area consistent with the vision established by the Reuse Plan.

In 2006, the ARRA, its staff and a team of consultants prepared a Preliminary Development Concept (PDC) for Alameda Point. The PDC was a plan for the redevelopment of Alameda Point that was substantially consistent with the General Plan.

In November 2010, the ARRA and its staff commenced a series of three community workshops to identify the strengths and weaknesses of past planning efforts and assist in the

¹ All the relevant planning documents are available at: <http://www.cityofalamedaca.gov/City-Hall/Alameda-Point-Going-Forward>

preparation of a development vision for Alameda Point. The materials presented at these workshops¹ and the results of the feedback provided at the workshops are available for review.² The ARRA also hired a consultant team to help fine-tune the land use plan from the Reuse Plan and supplement the existing Reuse Plan with new information.

Additionally, Alameda Point is one of six final sites that Lawrence Berkeley National Lab (LBNL) is considering for its second campus (LBNL Second Campus), which will consist of a 500,000-square-foot Phase 1 and up to 2 million square feet at buildout. The ARRA has offered 45 acres of free land to LBNL for its Second Campus in the southwestern part of the site and is pursuing this economic development opportunity in conjunction with a private development partner, Alameda Point Lab Partners. LBNL expects to announce their final selection later this year.

I. Scope of Work, Budget, and Schedule

The detailed scope of work by task for the Strategy, including task descriptions, budgets, meeting schedules, deliverables, and completion schedules is attached as Exhibit A. A summary of the sequence of tasks for the proposed scope of work is provided below:

- Task 1: Commercial Market Analysis. The Consultant Team shall conduct a traditional commercial market assessment that evaluates the market potential presented by the Alameda Point site. [Budget: \$60,000]
- Task 2: Alameda Point Tenant Assessment and Forum. The Consultant Team shall work closely with ARRA staff to assess the ARRA's existing tenant base and hold a tenant forum. [Budget: \$10,000]
- Task 3: Approach to Commercial and Institutional Groups. The Consultant Team will assess the potential for attracting large-scale commercial and institutional users interested in Alameda Point. [Budget: \$25,000]
- Task 4: Adaptive Reuse Physical and Financial Analysis. The Consultant Team will prepare conceptual building and landscape drawings, and financial analyses for five prototypical buildings at Alameda Point. [Budget: \$75,000]
- Task 5: Industry Feasibility Testing and Interviews. The Consultant Team will interview a cross-section of relevant development, business and industry professionals related to Alameda Point's market potential. [Budget: \$10,000]
- Task 6: Economic Development Strategy Preparation. The Consultant Team will summarize the results of all previous tasks into a user-friendly Strategy document and present to various public bodies. [Budget: \$45,000]

² The document summarizing the results of the workshops is available under 4. Regular Agenda Items at the following link: <http://www.cityofalamedaca.gov/City-Hall/Calendar-of-Events?id=996&a=20110406>

The total budget available for the Consultant Team to complete the above scope of work is \$225,000. The proposed schedule for completion is 10 months.

III. Submittal Requirements

The ARRA is requesting Proposals that conform to the following requirements:

1. Letter of Interest: Include a letter expressing firm's interest in being considered for the Strategy. Include a statement regarding the firm's availability to dedicate time, personnel, and resources to this project over the next 10 months. The letter of interest must include a commitment to the availability of the Team and all key project staff during the 10-month period.
2. Team Organization and Description: Provide a description of each of the individual firms that will be a part of the Consultant Team; their role on the Consultant Team and involvement in each task; how the Consultant Team will be organized; and who will be the lead member of the Consultant Team.
3. Relevant Experience: Include information describing the Consultant Team's experience with:
 - a. Preparation of commercial market analysis and economic development strategies for large-scale redevelopment sites in highly urbanized areas.
 - b. Financial pro forma analysis for commercial uses and commercial adaptive reuse projects.
 - c. Conceptual architectural plans, designs and cost estimates related to the adaptive reuse of buildings and landscape, including contributing structures to a historic district.
 - d. Public agency clients.
 - e. Presentation of material in a clear manner to inform decisions by City staff and policymakers.

Also, provide references for each example cited, including phone number and/or email address of contacts.

4. Project Manager/Key Staff: Include information on the specific relevant experience and billing rates for the proposed Project Manager and the Principle-in-Charge (if that person is different than the Project Manager) for each member of the Consultant Team and all other applicable staff. Information on the experience of the Project Managers on similar projects and at least five references for each Project Manager and Principal-in-Charge (should that be a different person) are required. A Lead Project Manager must be designated and must be the principal contact for the ARRA.
5. Project Understanding and Approach. Prepare a description of your Team's understanding and approach to effectively and successfully implementing the proposed Scope of Work provided in Exhibit A.
6. Scope of Work. Prepare an expanded Scope of Work in conformance with Exhibit A.

7. Budget. Prepare a detailed task-by-task budget for implementing the Scope of Work in conformance with Exhibit A.
8. Schedule. Prepare a detailed task-by-task schedule for implementing the Scope of Work in conformance with Exhibit A.
9. Comments and Questions on the ARRA Standard Form Contract and Grant Agreement: The ARRA standard form contract and the Grant Agreement with OEA are attached for consideration (Exhibits B and C). If any member of the Consultant Team has any questions or concerns related to any provisions of the standard form contract or the provisions of the Grant Agreement, questions and concerns must be submitted in writing with your response to this RFP.

IV. Selection Process

The selection process for the Strategy will proceed as follows:

1. Based upon the submitted written responses to this RFP, the ARRA staff team will review and rank the Proposals according to the following criteria:
 - A. The Consultant Team's past experience and results on relevant projects. (25%)
 - B. The quality and experience of the project manager and key staff persons who will be working on the project. (25%)
 - C. The Team's understanding and proposed approach to the project. (25%)
 - D. The firm's cost competitiveness. (15%)
 - E. The firm's ability to meet standard ARRA contract requirements. (10%)
2. City staff will select up to a maximum of six Consultant Teams to interview. Staff anticipates interviewing Team on Thursday, November 3, 2011 and selecting a preferred consultant and approving a contract at the December 7, 2011 ARRA meeting.

The City shall not discriminate against any firm or individual on the grounds of race, creed, color, sex, age, disability or national origin in the selection of a Consultant. The City reserves the right to reject any and all Proposals at its discretion.

V. Submittal Instructions

Please submit five (5) hard copies of the Proposal and one electronic pdf version of the Proposal on a CD or flash drive in person to the following address by **3:00 PM on Thursday, October 27, 2011** to:

Jennifer Ott
Chief Operating Officer – Alameda Point
2263 Santa Clara Avenue, Room 120
Alameda, California 94501

VI. Questions

Please contact the following ARRA staff for answers to any questions regarding this RFP:

Jennifer Ott
Chief Operating Officer – Alameda Point
City Manager's Office
510-747-4747
jott@ci.alameda.ca.us

Exhibits

Exhibit A: Scope of Work for the Economic Development Strategy for Alameda Point

Exhibit B: ARRA Standard Form Consultant Contract

Exhibit C: OEA Grant Agreement